

Chapter 2

Graphic Standards

1

Overview

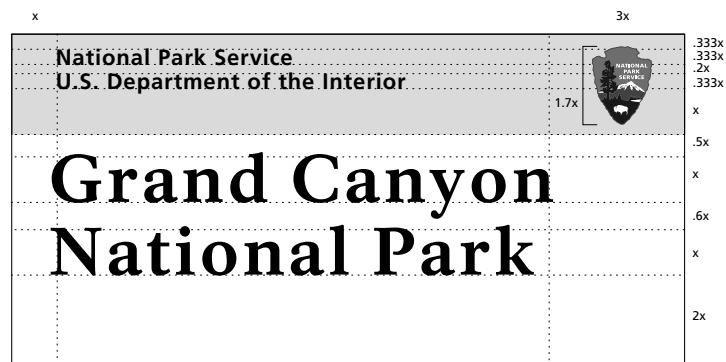
1.0 Introduction

The building blocks for the UniGuide Program consist of six graphic components: typography, grid formats, Arrowhead symbol, directional arrow graphics, recreation symbols, and color. These components are used in specific ways to visually enhance particular types of communications consistently throughout the National Park System. This chapter provides specific guidelines on graphic standards for Park and Facility Identity signs.

National Park Service

National Park Service

Typography



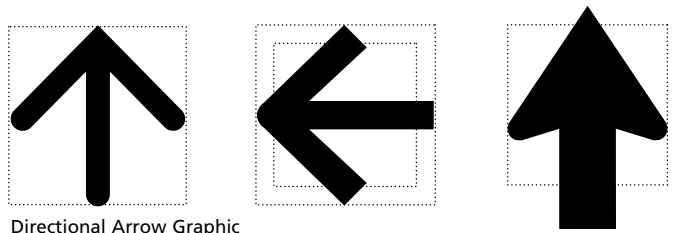
Grid Formats



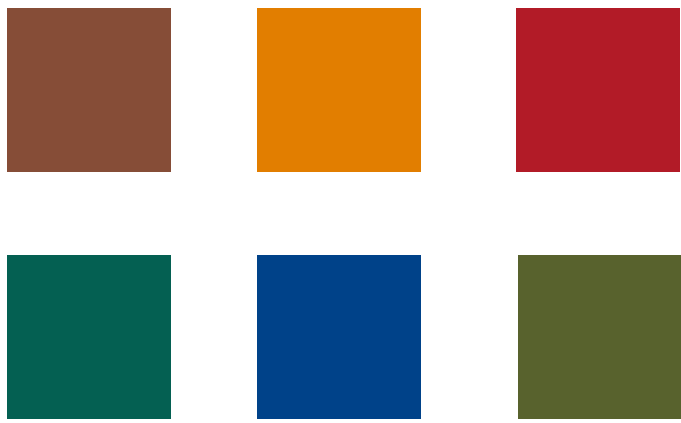
NPS Arrowhead Symbol



Recreation Symbols



Directional Arrow Graphic



Color System

2

Typography

2.0 Introduction

The Uniguide Standards specify three typefaces for sign legends: NPS Rawlinson (a serif font), and Frutiger and Clearview (both san serif fonts).

NPS Rawlinson (designed specifically for the National Park Service) is the primary typeface used on all Park and Facility Signs, and Visitor Information System (VIS) Signs (see Volume 3, Uniguide Standards). A similar typeface (NPS Roadway) is used on Roadway Signs (see Volume 2, Uniguide Standards).

Frutiger (used under license from Adobe), replaces the Helvetica formerly used in many NPS media. Along with Rawlinson, Frutiger is used as a secondary typeface on VIS Signs and Park and Facility Identification Signs.

NPS Rawlinson Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Frutiger 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

2.1 Specifications and Compliance

Only these two fonts are to be used on Park and Facility Identity Signs. **Alternates — such as Helvetica, Century, Times Roman, or Clarendon — are not acceptable.** Specified typefaces are to be used in the production of all graphic panels. Conversions that change the typographic style, letterspacing, alignment, stroke-width, or size will be rejected.

2.2 Method of Typographic Display

All legends are displayed in upper and lowercase (U/lc) with initial capital letters only unless otherwise noted.

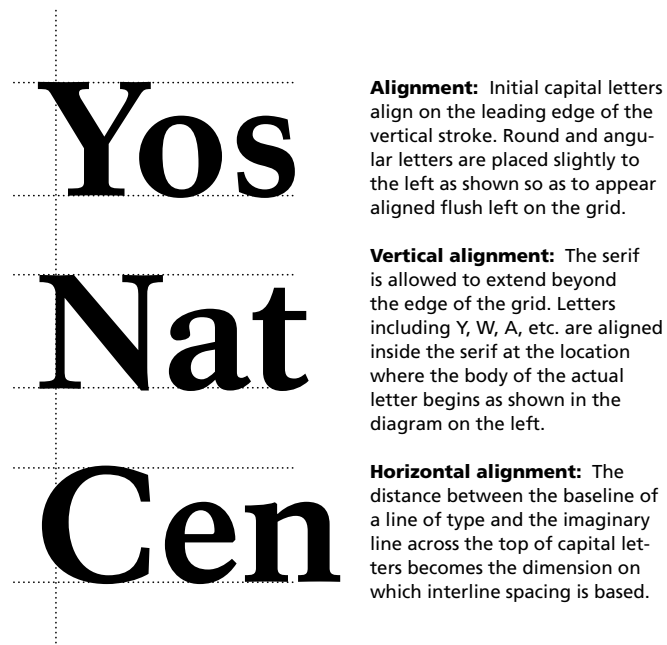
2.3 Letterspace Adjustment for Legibility

Signs viewed from a distance require more space between letters (additional tracking) than those viewed by pedestrians from a standing position. Computer software programs provide precise adjustments for such tracking needs. Within the UniGuide program, custom tracking of legends is limited.

NPS Rawlinson Heavy legends for Park Identification signs and Facility Identification signs are modified within design software to increase their letterspacing. The tracking specifications are based on a typographic measurement of an Em space. This fraction varies depending on the program used. Adobe Illustrator spacing is based on a 1/1000 of an Em space, and Quark spacing is based on units of 1/200 of an Em space. For example, the letterspacing for identification signs using NPS Rawlinson Heavy in Adobe Illustrator is +50 (or 50/1000 of an Em). The same space to be specified on a computer using Quark XPress is +7.5 (or 7.5/200 of an Em). If other layout programs are used, letterspacing must match the guidelines set above

2.4 Typographic Alignment

Destination legends are placed flush left (left justified) on the grid with initial letter aligned to the left side of a vertical stroke unless specified as centered on the layout grid.



3

NPS Arrowhead

3.0 Introduction

Since its introduction in 1952, the NPS Arrowhead logo has become a well recognized symbol of the agency. Changes to the logo adopted in 2001 helped to ensure that the Arrowhead appears more often, more consistently, and more legibly on all NPS communication materials, including signs. The UniGuide Sign Standards prescribe the use of the NPS Arrowhead on selected Park and Facility Identification signs.



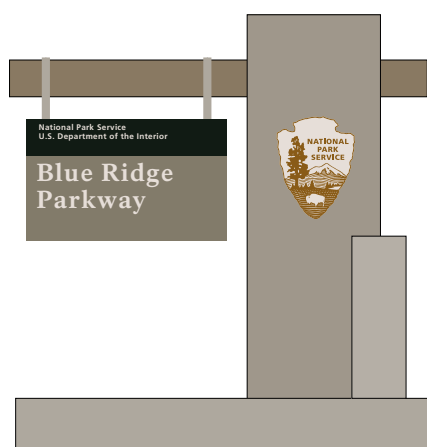
Information about the NPS Arrowhead is available online at www.graphics.nps.gov. The two Arrowheads required for use on signs have been optimized for a variety of imaging technologies and for distant viewing.

The Arrowhead symbol is to be considered all inclusive. The Arrowhead should not be altered or redrawn, nor should any element within the Arrowhead be removed, replaced, or modified.

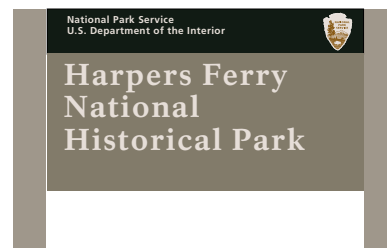
The decision of when and how to use the NPS Arrowhead logo on signs should be made with care. Although the Arrowhead is an integral part of the agency's public identity, it should not be overused. The Arrowhead should not be used in ways that compromise a sign's primary purpose. For example, the Arrowhead should certainly be used on park entrance signs. However, if a sign is obviously within a park, greater liberty may be taken in the use, size, or placement of the Arrowhead.

3.1 Arrowhead Applications

The Arrowhead is generally incorporated into Park Identification Signs in the upper overbar section of the sign panel. An alternative is to place the Arrowhead graphic on the stone sign structure.



PI-2HX
2-line Hanging Format with Arrowhead
on Structure



PI-3GA
3-line Ground Mounted Format with Arrowhead
on Overbar



PI-2GX
2-Line Ground Mounted Format with Arrowhead
on Structure

3.2 Arrowhead Materials

Arrowheads may be manufactured in a variety of materials, methods, and colors, either as an integral part of the sign panel, or separately and affixed to the panel or to a masonry upright that is part of an overall sign structure.

The preferred material for Arrowheads used on park and facility ID signs is porcelain enamel which is colorfast, very difficult to scratch, and may therefore look new the entire life of the sign. Porcelain enamel Arrowheads can be attached to identification sign panels or to masonry structures with mounting pins welded to the back. Such Arrowheads may also be digitally imaged and embedded in fiberglass or printed (screen or digital) on adhesive vinyl.

When displaying any of these materials on a masonry structure they should be mounted on an a back panel (of aluminum or other suitable material) to aid in attachment and to provide suitable thickness relative to size. Arrowheads that are cast or routed to create a three-dimensional surface may also be used providing that they conform to NPS guidelines for shape, color, and material.

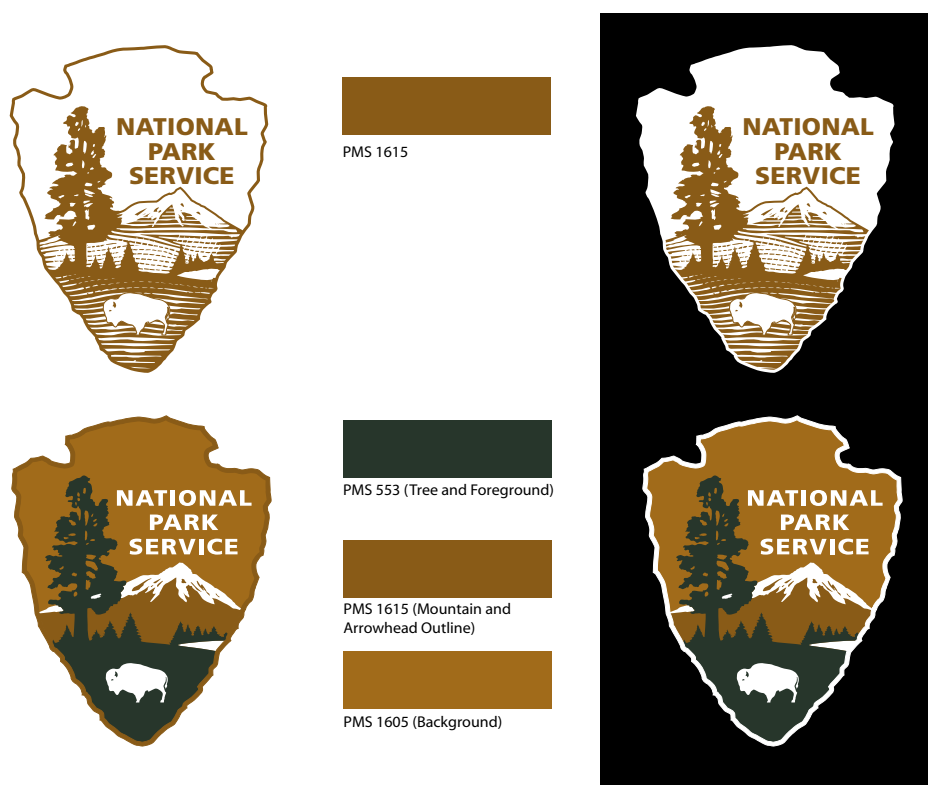
Arrowheads on Park and Facility Identification signs may be either three-color (over a white background) or one-color (over a white background). Although NPS entrance signs have traditionally used multi-color versions of the logo, their use over a dark background or a multicolored stone surface may make them more difficult to see than the simpler one-color version.

Artwork for the UniGuide version of the Arrowhead is available from the UniGuide Program Manager.

3.2 Color Standards for Arrowheads

Both a three-color (TC) and a one-color (OC) version are available. Guidance on when to use each is provided below.

A color palette has been selected for rendering the Arrowhead on NPS Signs. These colors must never be changed or altered in any way.

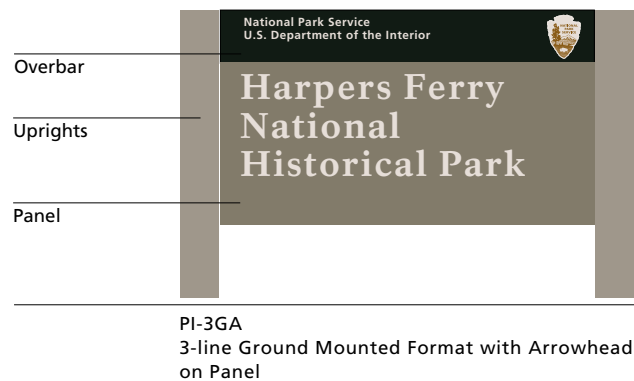


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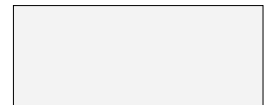
Color Standards

4.0 Color Standards for Park and Facility Identity Signs

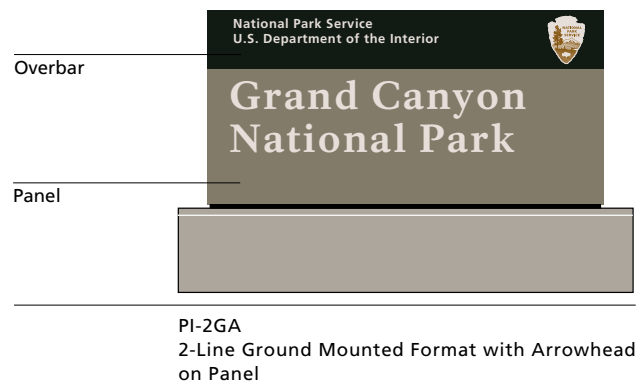
For Park and Facility Identity Signs, the panels are Gray-Brown with a Dark Green overbar. Timber posts are a Dark Brown similar to the color of mature weathering steel, and the sign legend is Off-White. Paint color specifications are based on Benjamin Moore products. Color for Park Identification signs utilize traditional green, brown, and gray tones used by the NPS for signs and uniforms.



Gray-Brown: Panel
(BM-5/E-1000)



Off-White: Legend &
Background for NPS Logo
(BM-1B-W-2143-50)



Dark Green: Overbar
(BM-W-4B-2139-10)



Dark Brown: Uprights
(BM-C-4B-2130-10)

